

Digital Project Manager: Job Description

About us

Cognition is a leading UK digital marketing agency, based in Birmingham, but with a global footprint. We pioneer a blend of marketing, technology and psychology to create successful marketing and sales strategies that deliver impressive results for a breadth of organisations across multiple sectors. We are HubSpot Diamond partners and one of the largest and longest established partner agencies.

Our team is dynamic, hard-working, friendly and supportive. We believe in work-life balance and provide flexible working hours to support this. Our head office is in the centre of Birmingham – just five minutes from New Street Station, though our team can choose to work from home too, if they prefer.

The role

We are looking for an experienced Digital Project Manager to join our team. You will be responsible for the successful delivery of a range of digital projects, from planning and scoping, through implementation, QA and launch. Projects will predominantly be digital campaigns, retained services and end to end projects.

Working within the Client Services team, you will lead on digital projects and build excellent relationships with client stakeholders.

The person

The ideal candidate will be passionate, motivated and driven. An excellent communicator, you will be comfortable working with the specialists across the agency to bring people together and make things happen.

You will thrive working in a fast-paced environment and able to manage several different projects simultaneously, ensuring each is delivered within quality, time and budget requirements. You will be confident dealing with clients and comfortable leading client meetings and presenting. You will have good commercial awareness and be focussed on delivering strong results, both for Cognition and our clients.

Responsibilities

- To lead the profitable delivery of digital projects and retainers
- Involvement in client stakeholder sessions

- Lead the planning and delivery of digital campaigns
- Support of legacy digital projects and systems
- Identify additional revenue opportunities (whilst working with clients)
- Identifying new technology and partners to enhance our digital offering and the experience of our clients.

Experience and skills

- Experience of managing end to end projects
- Booking and managing resource - both internally and working with third parties
- Strong interpersonal and communication skills
- Excellent written and verbal skills
- Experience of prototyping and wireframing
- Tracking and reporting on the status of projects - liaising and advising agency and client stakeholders on cost, available resources, timeframes, risks, problems and solutions
- Managing changes to project scope
- Reporting on success of delivered projects by measuring results and KPIs
- Experience writing feature and function specifications
- Acting as the key contact for clients during the project
- Continuously assessing working methods and processes and making recommendations for improvement
- Identifying and implementing KPIs and project milestones
- Ensuring key Service Level Agreements are met
- Testing and QA
- Experience of using a variety of digital platforms and CMS's
- Understanding of SEO and SEO best practice as part of website development
- Understanding of usability best practice.

Nice to haves

- Experience in Hubspot
- Experience managing integration projects
- Understanding of HTML and CSS
- Experience of Google drive and Office suite
- Experience of using wireframing / prototyping tools
- Experience using Google Analytics,
- Experience using testing tools, e.g. Litmus, Browserstack.

Benefits



- 25.5 days holiday per year
- Discretionary company bonus
- Flexible working hours and home working 3 times per week
- Working with a vibrant team in a modern office in the centre of Birmingham
- Regular social events
- Macbook.

